

# Civic Plaza

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## Program Goal

The mission of the Civic Plaza Department is to help make downtown a premier destination through our presence and activities and to serve as a catalyst for ongoing downtown revitalization.

## Key Services

Attracting, planning and staging an optimum mix of show activity to generate positive economic development, support community efforts, provide cultural enrichment, and to maximize activity in the downtown area.

The Parking Services Section provides oversight of downtown traffic control management and parking facility management and is responsible for the management of seven parking garages located in the heart of Copper Square.

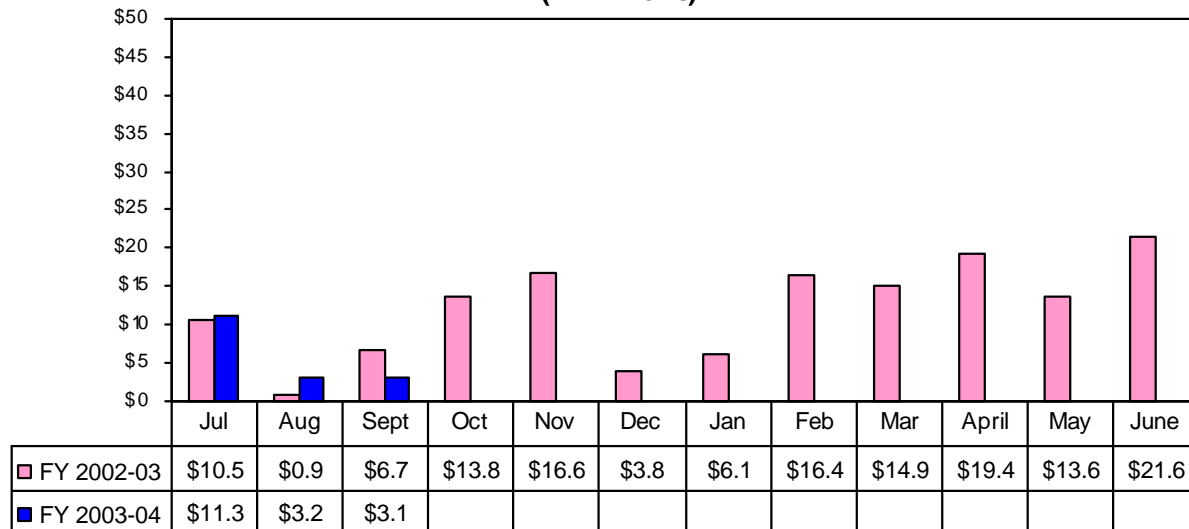
Phone 602-262-5040



## Convention Division



### Direct Spending Impact (In Millions)\*

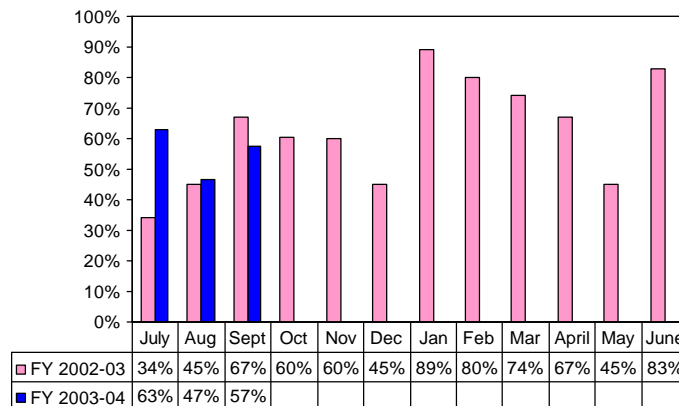


•Numbers provided by the Bureau.



Civic Plaza  $\frac{3}{4}$  continued

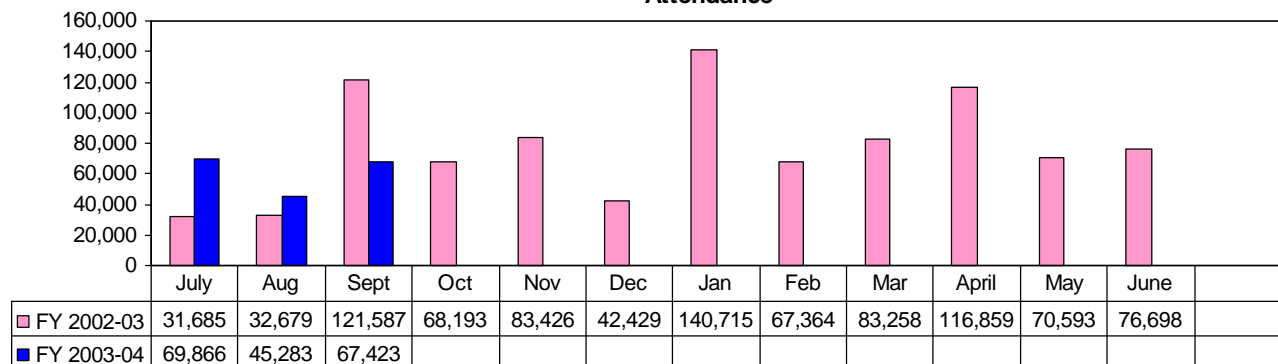
Percent Of Square Foot Utilization\*



•Industry standard for capacity occupancy is 65%.

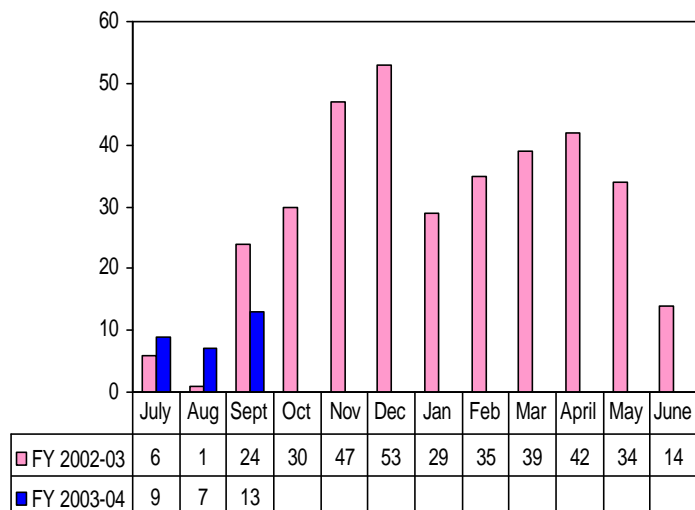


Attendance

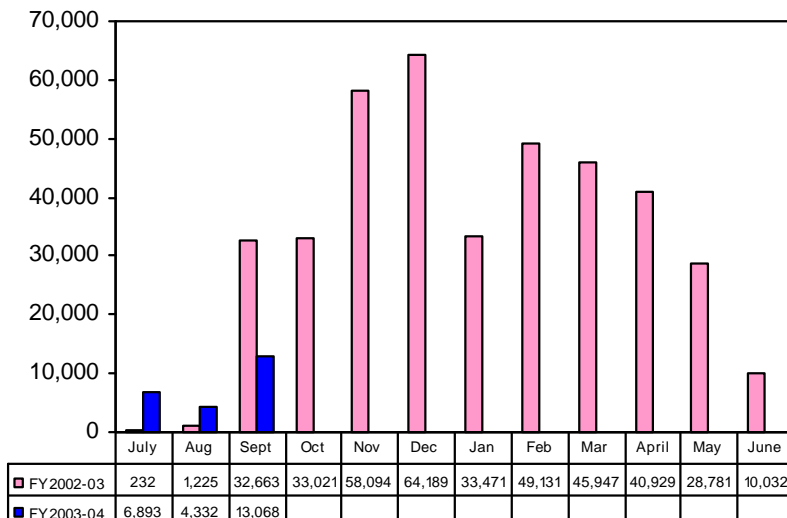


Civic Plaza <sup>3</sup>/<sub>4</sub> continued

Number Of Performances



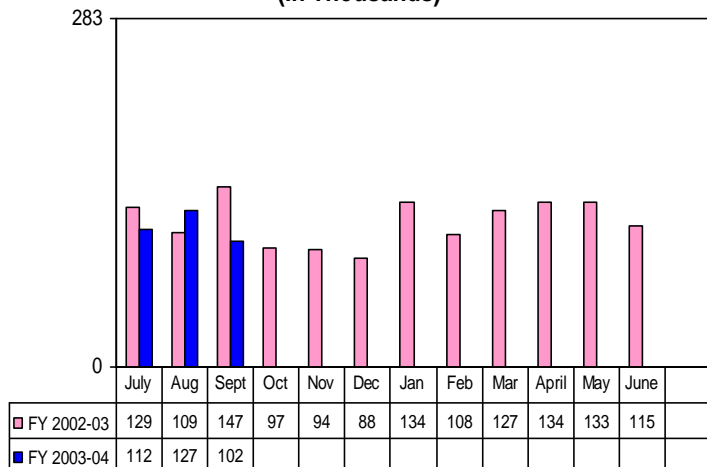
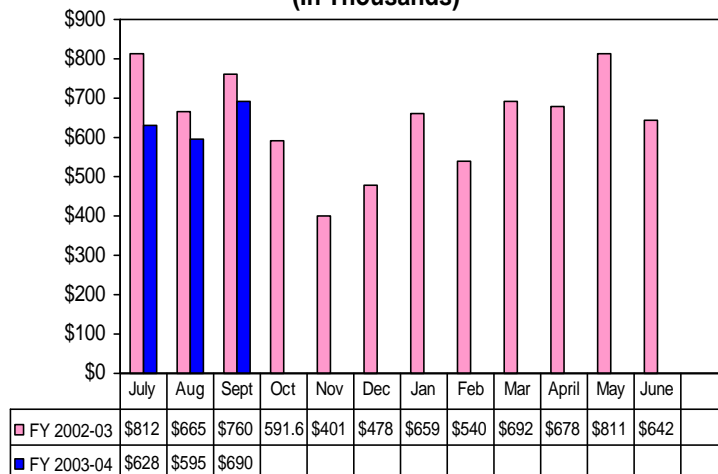
Total Theater Attendance



Performance and attendance figures are for Symphony Hall and Orpheum Theatre.



## PARKING SERVICES DIVISION

Number Of Cars Parked  
(In Thousands)\*Parking Revenue  
(In Thousands)\*

\*Includes all GPF and PCP Garages

\*Excludes monthly cardholders.

\*Cash basis, includes all GPF and PCP funds.



**Civic Plaza <sup>3</sup>/<sub>4</sub> continued****Comments/Highlights****Convention**

Direct Spending Impact decreased due to the lower number of hotel rooms utilized on peak nights. This was due to more people utilizing double and quad occupancy per room. National Youth Workers and Sweet Adelines International typically share up to four people per room which does not conform to the reporting economic reporting formula).

Percent of Square foot utilized was down this month over last year by about 10% due to less events overall (27 as compared to 35 last year).

Total Convention Center Attendance was down over 55% due to the lower number of events hosted. This was compounded by the Convention business which utilized more days and resulted in less days to contract to local events. Convention attendance was actually up by 38% over last year this month.

**Theatre**

September was the start of a new season for Phoenix Stages and a highlight was a sold out performance of Van Cliburn with The Phoenix Symphony at Symphony Hall.

